

Introduced by Senator FlorezFebruary 21, 2003

An act to amend Section 15365.11 of the Government Code, relating to exports.

LEGISLATIVE COUNSEL'S DIGEST

SB 1018, as introduced, Florez. Exports: Rural Export Strategy.

Existing law requires the California Office of Export Development, which is in the Technology, Trade, and Commerce Agency, to develop a rural manufacturing and service export program to be known as the Rural Export Strategy. Existing law requires that this strategy be submitted to the agency secretary for consideration and recommendation, where appropriate.

This bill would require instead that the Rural Export Strategy be submitted, no later than January 15, 2004, to the secretary for consideration, and to the Governor and the Legislature.

Vote: majority. Appropriation: no. Fiscal committee: yes. State-mandated local program: no.

The people of the State of California do enact as follows:

- 1 SECTION 1. Section 15365.11 of the Government Code is
- 2 amended to read:
- 3 15365.11. (a) The California Office of Export Development
- 4 shall develop a rural manufacturing and service export program to
- 5 be known as the Rural Export Strategy.
- 6 (b) Rural Export Strategy program outreach activities shall
- 7 include, but need not be limited to, all of the following:



1 (1) Identifying and recruiting delegations of potential foreign
2 buyers of products manufactured or produced in rural areas.

3 (2) Providing information and technical assistance to rural
4 businesses interested in exporting products and services.

5 (3) Organizing and conducting trade missions for rural
6 businesses through the development of public-private partnerships
7 with local trade organizations.

8 (4) Conducting market research.

9 (5) Increasing awareness in rural communities of export
10 services offered by the International Trade and Investment
11 Division of the Technology, Trade, and Commerce Agency.

12 (c) The Rural Export Strategy shall provide a means by which
13 current programs and resources provided by or available through
14 state government can be made available to rural manufacturers and
15 service providers so that all regions in California are served.

16 (d) The Rural Export Strategy shall be developed in
17 collaboration with relevant agencies, organizations, and
18 businesses that serve or are located within rural California, or both,
19 including, but not limited to, economic development councils,
20 private industry councils, rural conservation and development
21 councils, local, state, and federal agencies, Centers for
22 International Trade Development, the California Community
23 Colleges Economic Development Program, and chambers of
24 commerce. The strategy shall use the resources available through
25 these agencies, organizations, businesses, and others that the office
26 determines are appropriate to improve outreach and the
27 availability of state export development programs and resources.

28 (e) The Rural Export Strategy shall include a cost-effective
29 mechanism to educate the staff in California's international trade
30 and investment offices about products and services available from
31 the state's rural communities.

32 (f) In addition to other state business and export development
33 resources, the Rural Export Strategy shall include provisions
34 describing how the California Export Finance Office can be more
35 accessible and more utilized by rural businesses.

36 (g) The Rural Export Strategy shall be submitted, *no later than*
37 *January 15, 2004*, to the Secretary of Technology, Trade, and

1 Commerce for consideration and recommendation, where
2 appropriate, *and to the Governor and the Legislature.*

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